

CAGE-FREE

White 12 pack

Brown 12 pack

VEGETARIAN FED White 12 pack 20

810

1.28

2.85

270 3.32

310 1.77

3.09

1,680

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/07 thru 03/13. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY THIS WEEK **PREVIOUS WEEK PREVIOUS YEAR** 22.5% of 22.900 stores **Feature Rate** 32.9% of 22.900 stores 30.2% of 23.200 stores X LARGE LARGE X LARGE LARGE X LARGE LARGE Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg **USDA GRADE AA** White 12 pack 290 1.35 310 1.56 230 1.00 Е 2.79 60 2.16 110 2.50 430 2.45 White 18 pack 50 40 2.99 G Brown 12 pack 10 2.50 USDA GRADE A White 12 pack 430 1.60 120 1.76 610 1.43 60 1.49 580 1.18 White 18 pack 600 2.17 1,350 2.55 530 1.99 Brown 12 pack 20 2.25 USDA ORGANIC 3.99 White 12 pack 3.99 50 10 3.50 120 Brown 12 pack 110 3.99 330 4.36 30 4.19 540 4.54 10 4.69 OMEGA-3 Ε White 12 pack 1.530 2.03 1.110 2.35 390 3.05 2.58 180 1.450 2.30 Brown 12 pack 2.37 10 2.29 40 2.40 150

1,450

1,470

200

2.63

2.65

2.46

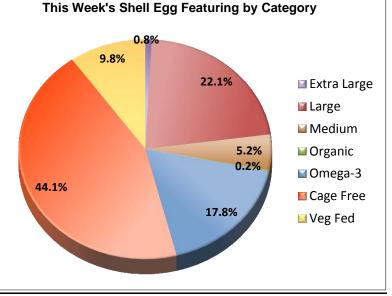
Brown 12 pack	310 2.77	30 2.89	510 2.74		1,190 2.31
Large White Eggs - Grade A or I	petter, avg. feat	ure price conver	ted to \$/dozen		
1.60	1.2	5	1.44	1.61	1.47
Jan 31-Feb-06 Feb 07-13	Feb 14-20	Feb 2	1-27 Fe	b 28-Mar-06	Mar 07-13

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,440	2,540	1,850	Large Eggs on
Specialty	4,530	6,120	5,100	Mar-03-2014
Total (includes MD)	6,300	8,940	7,360	520.0
Special Rate 4/:	1.5%	1.7%	7.1%	up 26.7%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs continues to decline. The average prices of Grade A, or better Large white eggs to consumers is sharply lower even with fewer stores offering eggs for sale. Shoppers will still have to hunt for deals as the number of "no price" specials decline. Ads for Medium eggs increase, however ads for Extra Large eggs are limited. Promotions for specialty eggs are not as prevalent as a week ago. Cage-free eggs are the popular favorite in this sector. Advertisements for USDA Organic eggs drop sharply from view. In the egg products sector, the number of features for liquid eggs is on the rise. The most activity is on the East Coast, but lackluster in other areas.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

100

1,340

2.99

1.67

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

_					NORTH	FASTU	I S				SO	UTHE	AST U.S.					MIDW	FST II S			
NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)										MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)												
	Fea Acti	ture Rate ^{1/} vity Index ⁴	32.3% of 4,700 sampled outlets Activity Index = 2,640 (includes Medium)							Acti	21.9% of 4,200 sampled outlets Activity Index = 900 (includes Medium)											
CLACC		EXTRA	LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE							
		CLASS	Price Range	Stores	s Avg 3/	Price	e Range	Stores	Avg 3/	Price Range	Stores A	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price	Range	Stores	Avg 3/
- 11	SDA	White 12 pack																	1.49 -	1.79	20	1.68
_	RADE	White 18 pack											1.99	50	1.99							
	AA	Brown 12 pack																				
		MEDIUM		White	12 pack						White 12	pack					White 12	2 pack				
		White 12 pack					1.59	290												1.59	90	1.34
_	SDA	White 18 pack					2.29	170	2.29				1.99	10	1.99				1.50 -	2.49	240	2.01
GF	RADE	Brown 12 pack		140.0	40 1		4.00	1.10	4.00		14/1 1/2 4.0						14/1 %		0.40	4.00		
	Α	MEDIUM			12 pack 30 pack		1.33	140	1.33		White 12 White 30						White 12 White 30	-	0.49 -	1.00	70	0.87
	USD	A ORGANIC																				
s		White 12 pack																				
Р		Brown 12 pack					4.69	10	4.69													
E	OME	-						0.5.5							0.05				0.05			o 4=
E		White 12 pack				1.79	- 2.99	890	2.31				2.69	80	2.69				2.00 -	2.69	40	2.47
1	040	Brown 12 pack																		2.29	10	2.29
Α	CAG	E-FREE White 12 pack																				
L		Brown 12 pack	3.49	29	0 3.49	2.00	- 3.59	520	3.34	2.50	420	2.50	2.50	420	2.50	2.50	100	2.50	2.50	2.69	130	2.54
Т	VEGE	TARIAN FED	3.49	29	0 3.49	2.00	- 3.59	320	3.34	2.50	420	2.50	2.50	420	2.50	2.50	100	2.50	2.50 -	2.09	130	2.54
Υ	VLGL	White 12 pack					1.79	300	1.79													
		Brown 12 pack					2.99		2.99										1 98 -	3.00	200	2.92
		Brown 12 pack		SC	OUTH C	ENTRA					SO	UTHW	EST U.S.				N	ORTH	WEST U		200	2.02
			(A		CO,KS,L			.UT)				(CA,H							OR,WA,			
	Fea	ture Rate 1/	22.7% of 4,200 sampled outlets						36.4% of 2,800 sampled outlets						8.9% of 1,200 sampled outlets							
		vity Index ^{2/}	Activity Index = 710 (includes Medium)						Activity Index = 960 (includes Medium)						Activity Index = 110 (includes Medium)							
		White 12 pack					- 1.25		1.21				2.99		2.99				1.25 -	1.49	80	1.37
_	SDA RADE	White 18 pack								2.79	50	2.79	3.00	10	3.00							
	AA	Brown 12 pack											2.50	10	2.50							
	~~	MEDIUM		White	12 pack						White 12	pack	1.49 - 2.50	20	1.75		White 12	2 pack				
		White 12 pack					1.39		1.39				4.99	10	4.99							
	SDA	White 18 pack				1.99	- 2.99	180	2.27													
GF	RADE	Brown 12 pack																				
	Α	MEDIUM			12 pack		0.99	30			White 12		1.19	20	1.19		White 12	-				
	LICD	A ORGANIC		vvnite	30 pack		1.35	50	1.35		White 30	раск					White 30	0 раск				
	יספט	White 12 pack																				
S P		Brown 12 pack																				
P	OME																					
E	OWIL	White 12 pack				2 29	- 2.50	50	2.32				1.99 - 2.50	50	2.41							
С		Brown 12 pack				25	2.00	50	2.02				1.00 2.00	00	<u> </u>							
I	CAG	E-FREE																				
A L T		White 12 pack											3.32	270	3.32	1.28	20	1.28				
L		Brown 12 pack					3.32	110	3.32				3.32 - 3.49		3.40							
V	VEGE	TARIAN FED																				
•		White 12 pack																	0.98 -	1.25	10	1.08
		Brown 12 pack					2.29		2.29				2.29		2.29							
So	IIICE.	USDA Agricultur	al Marketing S	Service	e Livest	ock Pou	Itry & G	rain Mar	kat Na	ws - (515) 284-	4471 h	ttn.//w	ww ame usda	MA/VAMS	Sv1 0/I	PSMarketNev	sPage					2 of 3

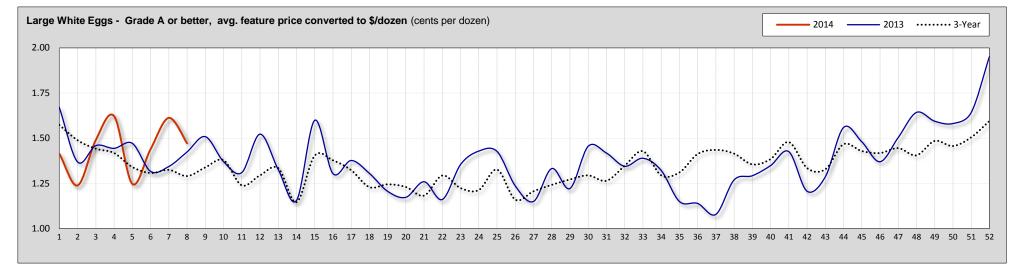


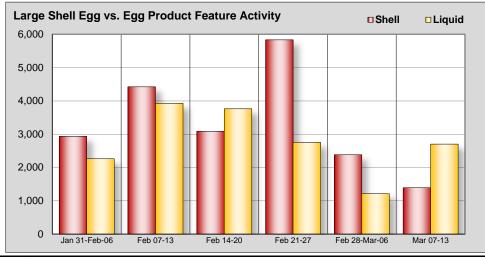
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

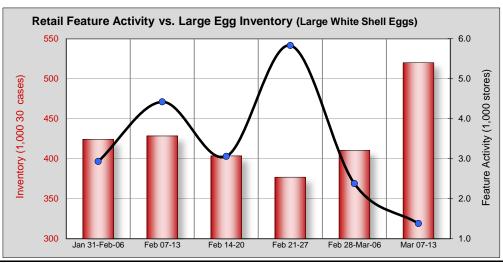
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/07 thru 03/13.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NODTL	NORTHEAST		IE A S T	MIDV	/EST	SOUTH C	ENTDAI	SOUTH	IWEST	NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR	NONTILAST		SOUTHEAST		IVIIDV	VEST	3001110	ENTRAL	SOUTHWEST		NONTIWEST		
1/ Feature Rate	13.6%	5.1%	5.7%	33.7% of 4,700 sampled		23.1% of 5,900 sampled		1.1% of 4,200 sampled		1.8% of 4,200 sampled		0.0% of 2,800 sampled		3.0% of 1,200 sampled		
2/ Activity Index	2,700	1,210	1,370	Activity Index = 1,290		Activity Index = 1,260		Activity Index = 40		Activity Index = 80		Activity Index = 0		Activity Index = 30		
	Stores Avg ³	Stores Avg 3	Stores Avg 3	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,430 2.53	660 2.78	1,280 2.52	2.29 - 3.00	1,140 2.54	1.73 - 2.79	170 2.38	2.29	10 2.29	2.79	80 2.79			2.50 - 2.99	30 2.61	
32 oz. crtn	1,130 3.07	550 4.23	70 4.05	3.99	10 3.99	3.00 - 4.49	1,090 3.03	3.99	30 3.99							
3 - 4 oz. cup	140 2.49		20 2.00	2.49 - 2.50	140 2.49											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes